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for price, pick-up location, terms and conditions, etc. in order to compete with other sellers of the same product on a real time basis to gain the potential purchaser's business.

Still a further object resides in providing an electronic purchasing and delivery system permitting a merchant to compete in real time against other merchants in order to entice a potential customer to buy a product or service at the merchant's changeable terms and conditions.

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BRIEF DESCRIPTION OF THE DRAWING

The features of the present invention which are believed to be novel are set forth with particularity in the appended claims. The present invention, both as to its organization and manner of operation, together with further objects and advantages thereof, may best be understood with reference to the following description, taken in connection with the accompanying drawings in which:

FIGURE 1 is a block schematic drawing illustrating the flow of electronic information employed in the server network incorporating the present invention.

DESCRIPTION OF PREFERRED EMBODIMENT

A server network in accordance with the present invention is illustrated in the description of FIGURE 1 which presents a system wherein merchants or seller offer a pre-approved listing of products available to general public customers via electronic selection on a web site. Selected product particulars and merchant of choice is reviewed and the resultant purchase product is available at the chosen merchants local site for personal inspection and pick-up.

Each server 10 includes merchants 1-7 inclusive and each merchant has an identifier password or other secure measure of protective Internet access to its account. Each server includes electronic folders for all the products the merchant is promoting on a web site. Each folder also contains transaction information generated by activity of sales on the web site and other information pertaining to each account. Each merchant 1-7 has the capability and opportunity of changing prices, quantity, and dedicated time allotted for a particular promotion involving a particular product in real time. When a potential shopper, buyer or purchaser 1X - 7X inclusive visits the web site, a variety of headings are displayed from which the shopper, buyer or purchaser can choose to shop or browse for products. When a heading is chosen, the potential buyer or shopper will be sent to a page or pages, via link, containing the products of interest. Each product has its own search box whereby the potential

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buyer or shopper can input their zip code or other locality identifier so that the system returns the location within or near the locality that are a part of the network and have that product. The pick-up point network is identified by numeral 12 and the server for products is indicated by numeral 13. This display by multiple merchants within the network has changeable particulars whereby a merchant can negotiate or change those particulars in real time in order to entice a potential buyer or shopper to purchase those items of interest. Then, the shopper, after successful purchase of a particular item or items, can pick-up the purchased products from a location 14-21 inclusive under the agreed upon terms and conditions which were purchased on the web site.

When a purchase of terms and products is made on the web site, an e-mail confirmation is sent to the successful purchaser or buyer, the merchant and to a pick-up point network 12 administrative division. The confirmation contains the particulars of the transaction such as product identifiers, locality identifiers, price, quantity, time allotments, buyer ID and credit information and password for the purchase (which is not on the buyer's confirmation). This information can also be downloaded to a debit card which can be presented at the pick-up point 14-21 inclusive to retrieve purchased product. At the pick-up point, the purchaser must present identification such as an ID Card, the e-mail confirmation or debit card containing

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the information and the purchaser must know the password which they choose for that particular product. Upon satisfaction of the aforementioned procedure, the product is then presented to the purchaser at the selected pick-up point 14-21 selected by the purchaser.

While particular embodiments of the present invention have been shown and described, it will be obvious to those skilled in the art that changes and modifications may be made without departing from this invention in its broader aspects and, therefore, the aim in the appended claims is to cover all such changes and modifications as fall within the true spirit and scope of this invention.